



ZAG
HEROES
Miraculous™

2020
CORE

STYLE GUIDE





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PRIMARY COLORS

RGB: 255 255 255
HEX: #FFFFFF
CMYK: 100 100 100 100
PMS: BLACK 6C

RGB: 255 9 27
HEX: #FF001B
CMYK: 0 100 90 0
PMS: 1788 C

RGB: 255 9 79
HEX: #FF004F
CMYK: 0 96 55 0
PMS: 191 C

RGB: 255 42 177
HEX: #FF2AB1
CMYK: 0 85 0 0
PMS: 806 C

GENERAL COLORS

RGB: 42 131 218
HEX: #2A83DA
CMYK: 80 40 0 0
PMS: 3005 C

RGB: 131 216 255
HEX: #83D8FF
CMYK: 55 0 0 0
PMS: 2985 C

RGB: 255 237 0
HEX: #FFED00
CMYK: 0 0 100 0
PMS: 803 C

RGB: 126 194 69
HEX: #7EC245
CMYK: 66 0 100 0
PMS: 368 C

RGB: 87 17 119
HEX: #570F77
CMYK: 75 100 15 8
PMS: 2613 C

RGB: 74 15 190
HEX: #4A0FBE
CMYK: 83 94 0 0
PMS: VIOLET C

RGB: 142 15 169
HEX: #8E0FA9
CMYK: 45 100 0 0
PMS: 254 C

RGB: 158 0 77
HEX: #9E004D
CMYK: 25 100 55 5
PMS: 7425 C

HERO

USE IN TITLES AND EFFECTS
 (DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 1234567890
 !@#\$%^&*[]_+

ITALIC

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 1234567890
 !@#\$%^&*[]_+



SOUP OF JUSTICE

USE IN TITLES AND EFFECTS
 (DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 1234567890
 !@#\$%^&*()_+



Westhouse

USE IN TITLES AND EFFECTS
 (DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOP

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#\$%^&*()_+

Kestoy

USE IN TITLES AND EFFECTS
 (DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOP

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

COMIC INK

USE IN LONG TEXTS AND INFORMATION BOXES
(DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

DIMBO

USE IN TITLES AND EFFECTS
(DA FONT.COM)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+



SUPER HEROEZ
GIRL POWER
I'M MY OWN HERO!
LUCKY CHARM

WE ALL HAVE A SUPER HERO INSIDE OF US!

SHOW YOUR TRUE COLORS!

MIRACULOUS POWER! LET'S FIGHT!

BE MIRACULOUS!

SPOTS ON!

JUST BELIEVE IN YOURSELF!

BUNNIX



CARAPACE



CAT NOIR



CHARACTER ART

LADYBUG



LADYBUG



CHARACTER ART



QUEEN BEE



RYOKO



RENA ROUGE





COMP. 01



COMP. 02

3D POSE:
SOME GRAPHICS, WE CAN CHANGE
EASILY TO 3D POSE, MAKE NEW
VERSION OF THE SAME GRAPHIC.



COMP. 02 B



COMP. 03 LB



COMP. 03 RR



COMP. 03 CN



COMP. 03 QB



COMP. 04



COMP. 05



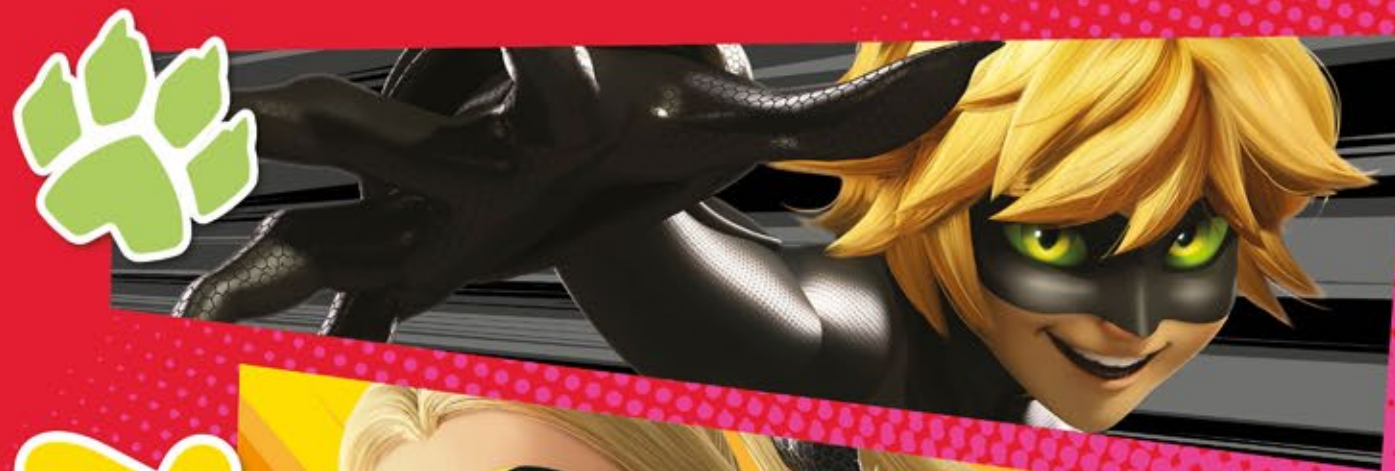
COMP. 06



COMP. 07



COMP. 08



SUPER
HEROEEZ
★★ Lets Fight! ★★

COMP. 09





COMP. 11



COMP. 12



COMP. 13

BADGES



BADGE 01



BADGE 02



BADGE 03



BADGE 04



BADGE 05



BADGE 06



BADGE 07

BADGES



BADGE 08



BADGE 09



BADGE 10



BADGE 11



BADGE 12

BADGES



BADGE 13



BADGE 14



BADGE 15



BADGE 16

BADGES



BADGE 17



BADGE 18



BADGE 19



BADGE 20



BADGE 21

BADGES



BADGE 22



BADGE 23



BADGE 24



BADGE 25



BADGE 26



BADGE 27

ICONS



ICON 01



ICON 02



ICON 03



ICON 04



ICON 05



ICON 06

SUPPORT ICONS

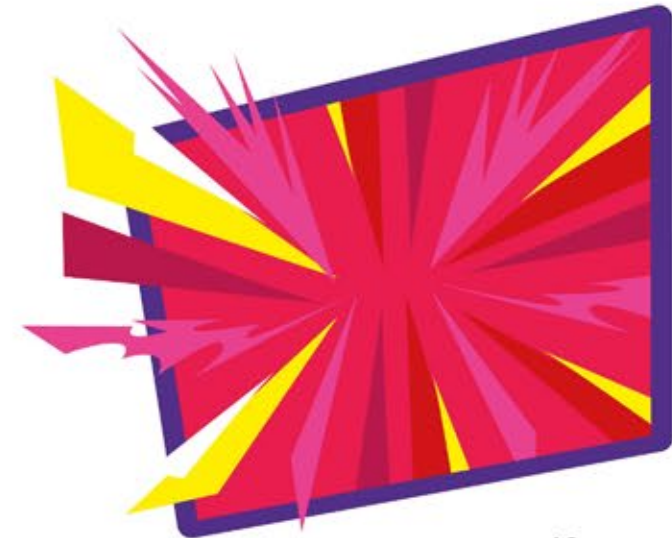
ICONS CAN NOT BE USED WITHOUT
A CHARACTER OR PROPRIETARY
ELEMENTS OF THE BRAND.



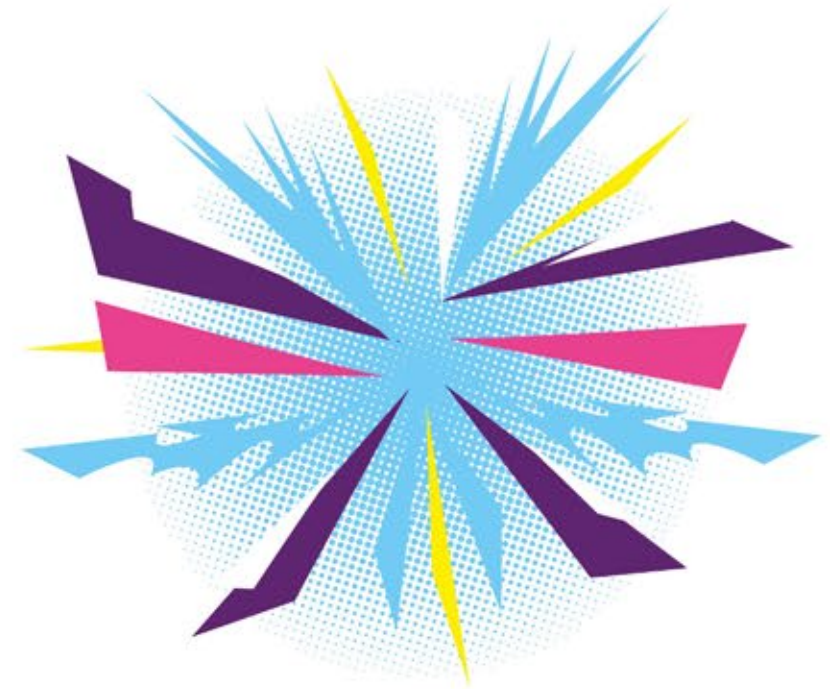
ICON 08



ICON 09



ICON 10



ICON 11

BORDERS



BORDER 01



BORDER 02



BORDER 03

BORDERS



BORDER 04



BORDER 05



BORDER 06

BORDERS



BORDER 07



BORDER 08



BORDER 09

BORDERS



BORDER 10



BORDER 11



BORDER 12

BORDERS



BORDER 13



BORDER 14



BORDER 15

BORDERS



BORDER 16

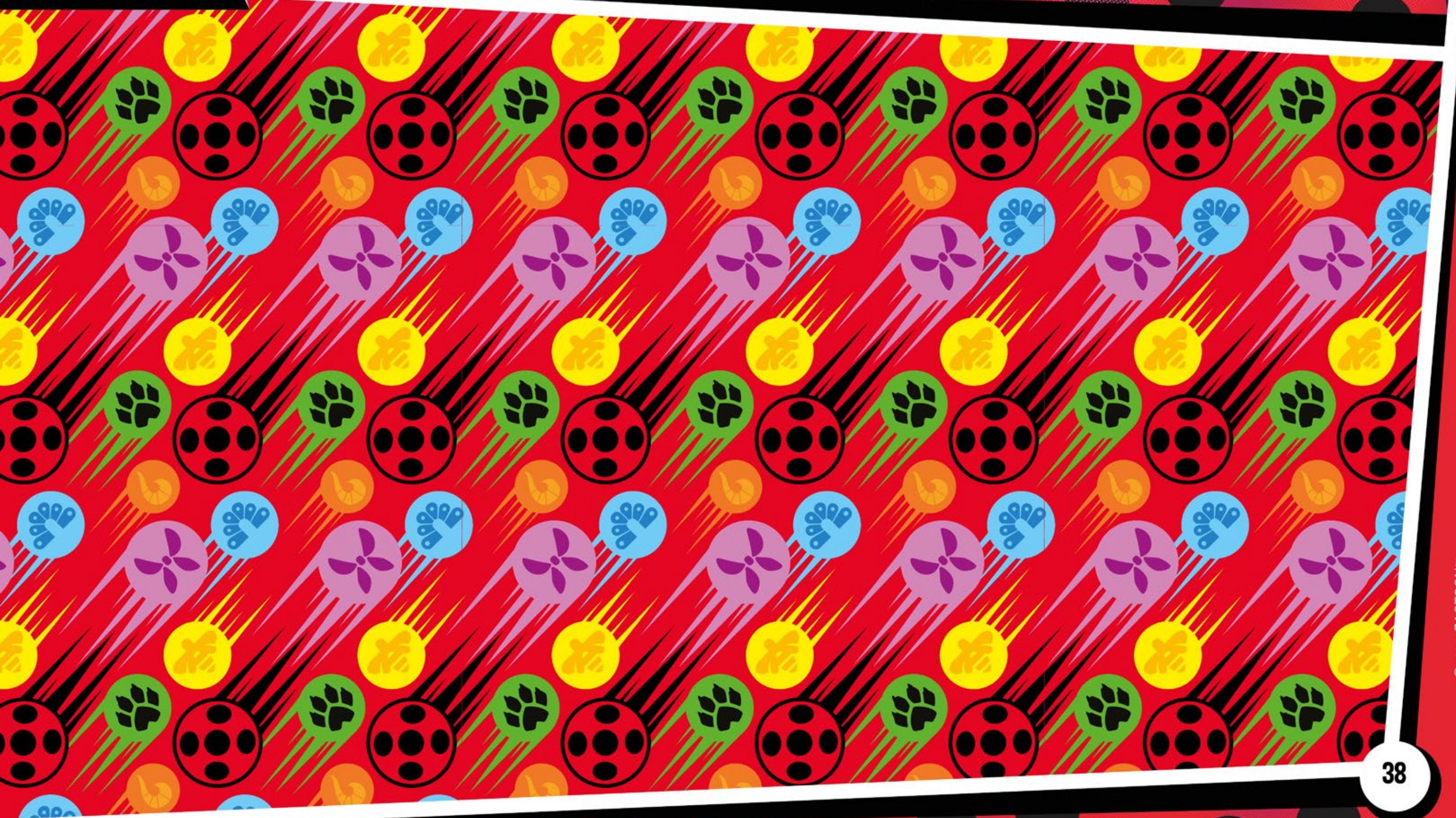


BORDER 17



BORDER 18

PATTERNS



PATTERNS



A vibrant, comic book-inspired pattern featuring various motifs on a red background with a black polka-dot border. The motifs include the text 'GIRL power' in a stylized font, 'SELF' in a bold, blocky font, 'LADY BUG' in a yellow font, 'LUCKY CHARM' in a bold, blocky font, and 'NO Spots' in a yellow font. There are also illustrations of a ladybug, a star, a lightning bolt, a film reel, and a silhouette of a person. The pattern is set against a background of small, light-colored dots.

PATTERNS



PATTERNS



UG



UG



GIRL
POWER

LUCKY
CHARM

GIRL
POWER

LUCKY
CHARM

GIRL
power

GIRL
power

GIRL

Lady



PATTERNS





PATTERNS

RENA
ROUGE



RENA
ROUGE



QUEEN
BEE

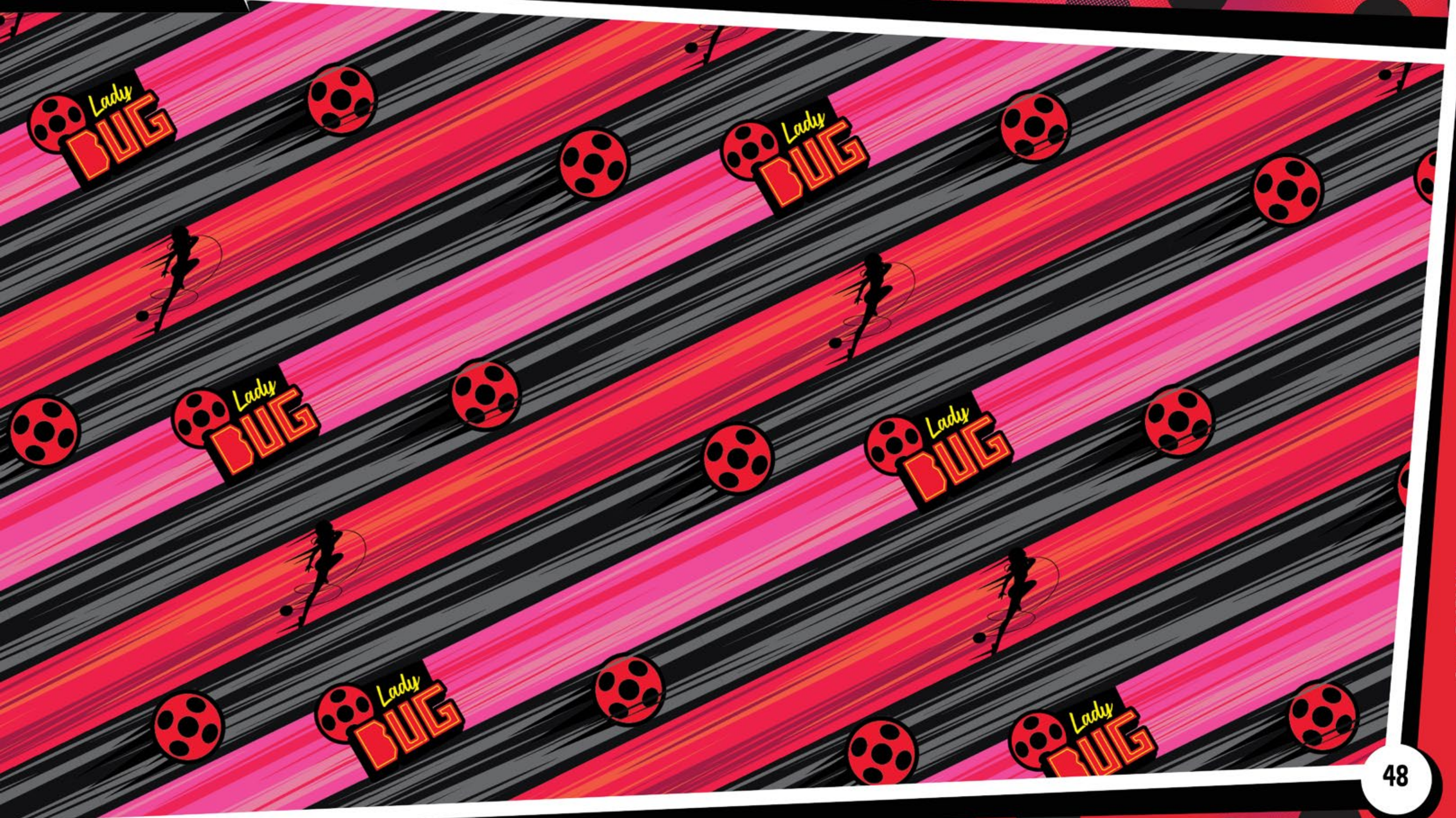


BELIEVE
in yourself



QUEEN
BEE

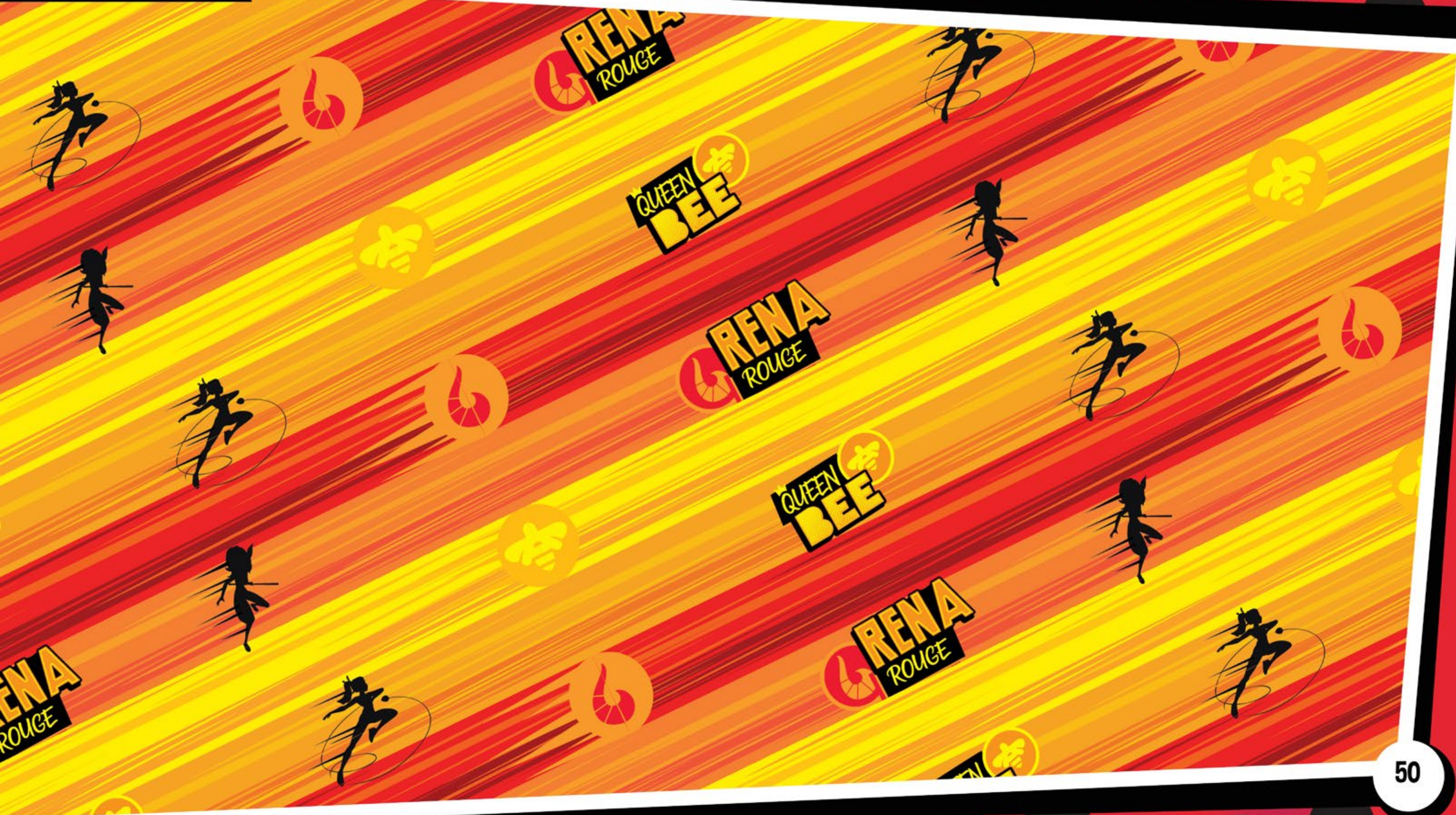
PATTERNS



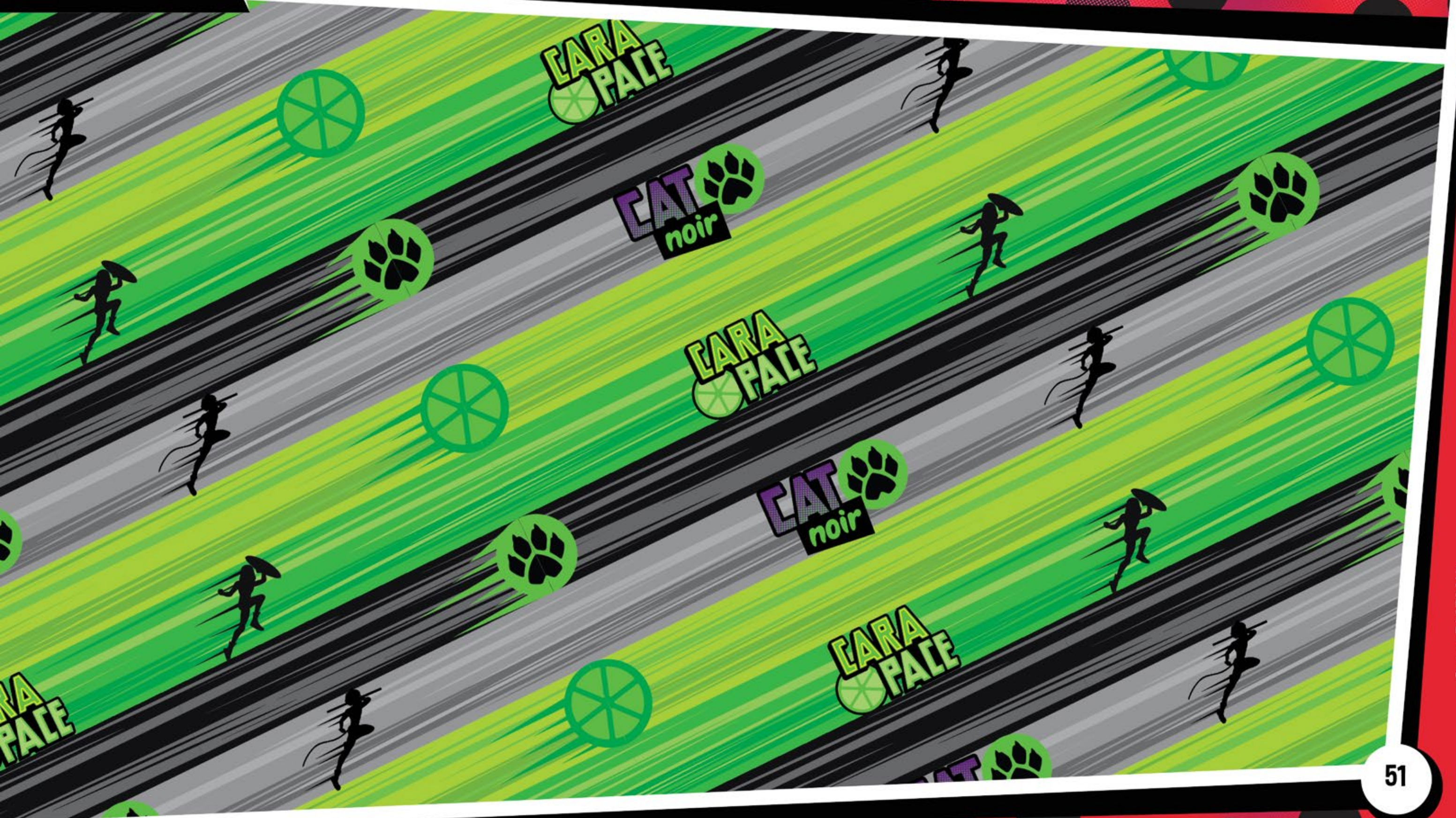
PATTERNS



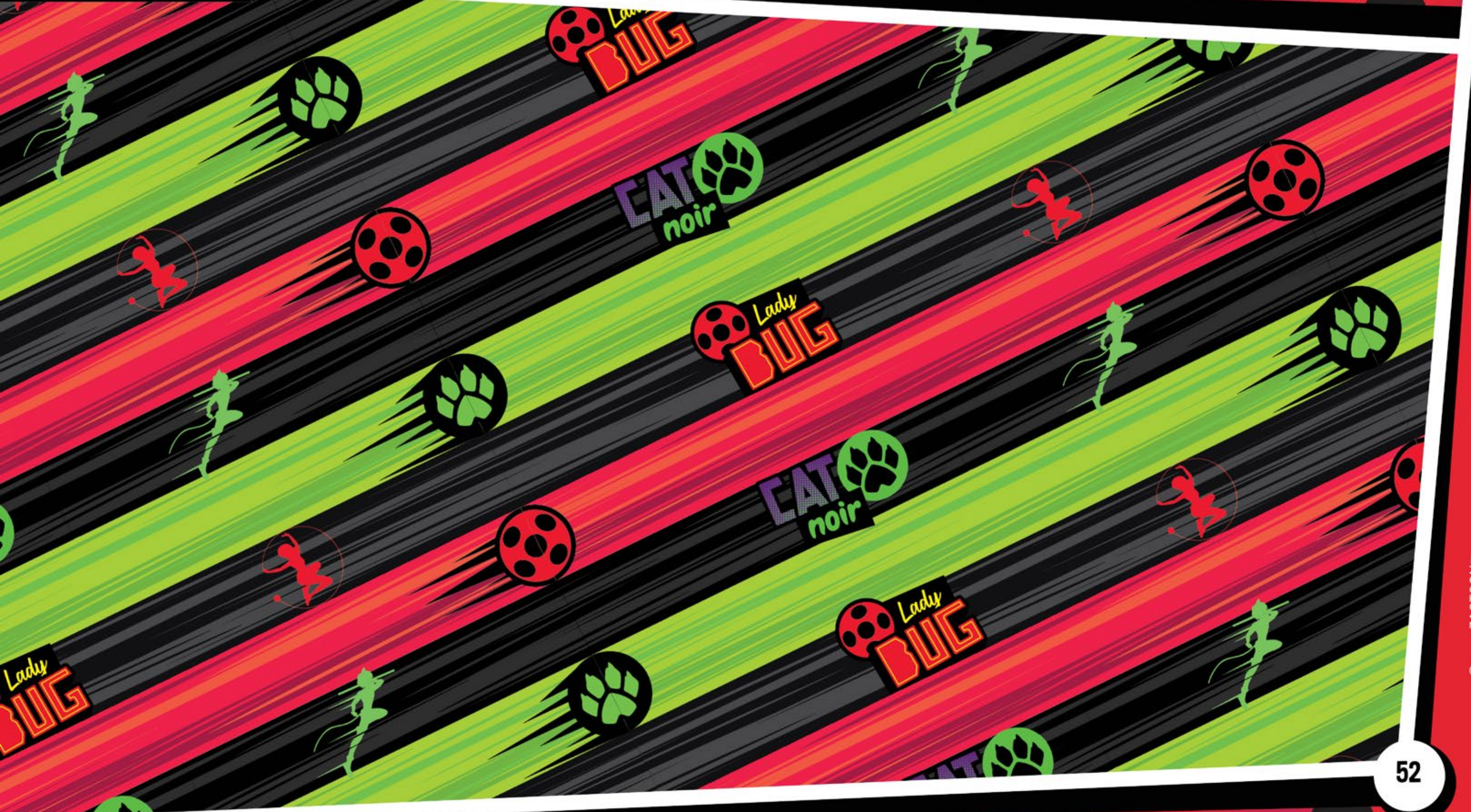
PATTERNS



PATTERNS



PATTERNS





PATTERNS



PATTERNS



PATTERNS



A HERO
INSIDE
US

A HERO
INSIDE
US



LADYBUG



LADYBUG



LEGAL

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